



SoLiS

Newsletter of the

Southeast Library System

July 2010 Issue

SOWINGS



Guest speaker Jamie LaRue discusses *The Big Picture* at the NELLI Reunion.

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The Big Picture with Jamie LaRue

By Brenda Ealey, SELS Administrator
As expected, it was a treat to have Jamie LaRue back in Nebraska as the presenter for the Nebraska Library Leadership Institute Reunion, at St. Benedict Center, in Schuyler. He is a passionate librarian and leader, with a positive vision for the future of libraries, accompanied by a well researched plan in supporting the relevance of the library and its sustainability. Here is a snapshot of LaRue's Big Picture. It begins with a study of the brain and a few lessons on people:

1. **We are not rational.** For background on this point, read *The Happiness Hypothesis: Finding Modern Truth in Ancient Wisdom*, by Jonathan Haidt.

2. **We lie to ourselves.** The support for this premise draws from the book, *My Stroke of Insight: a Brain Scientist's Personal Journey*, by Jill Bolte Taylor, and the conversation on reprogramming life to only accept stories that are positive.

3. **Literacy is not natural.** Another title to add to your summer reading list is, *Proust and the Squid: The Story and Science of the Reading Brain*, by Maryanne Wolf.

The next segment LaRue adds to the discussion is the *Growing Use Pyramid* (see [page 3](#)), which he ties in with Douglas County Libraries' efforts to pass a bond issue. (Douglas County Libraries are headquartered in Castle Rock, CO, where LaRue has been director since 1990.)

- The pyramid starts at the bottom tier (illustration on page 3) in measuring library users if we simply **Open the Doors** of the library and offer basic services, such as materials to borrow, reference, children's programs, technology, and meeting rooms for our communities. If we just do this, we will have library users from 30 to 50% of our community's population.

- The second tier is **Public Relations**, which is defined as one-way communication. In an effort to make their PR successful, Douglas County took every piece of promotion and paper publicity to a professional graphics person to evaluate because, as LaRue said most poignantly, "Librarians are not gifted graphic designers." So we need some help in making sure that our public relations pieces present us in the most positive manner, as one of the most precious things to a library is its reputation. If libraries do this, we can expect to add 5 to 15% more of the population as library customers.

- The third tier is **Marketing** – two-way communication, which means surveys, focus groups and *change*. Ask your community to tell you how they spend time in their job, at home, and during their leisure time. Then change library services to match community interests and needs. Or simply ask your customers what they did at the library, today. Or, ask former customers why they stopped coming to the library. If we work in this area, we can

(Continued on page 3)



Calendar

Southeast Library Systems

July--October 2010

- July 9th - Nebraska Library Commissioners meeting** from 9:30 a.m. to 12:00 p.m., at Nebraska Library Commission, 1200 N Street. The meeting is open to the public. For more information contact Maria Medrano-Nehls at (402)471-2045 or (800)307-2665 or at: maria.medrano-nehls@nebraska.gov. ([click here](#) for Google map).
- July 23rd - CASTL Meeting at Auburn Memorial Library.** Please bring library board members or trustees as well as a copy of your library budget – which will be the topic for this meeting. You are also encouraged to read one of the titles on the RUSA Reading List in the Fantasy category (www.ala.org/ala/mgrps/divs/rusa/awards/readinglist/index.cfm). The winner in this category was, *Lamentation*, by Ken Scholes, but feel free to also choose from the Read-a-Likes or Short List: *Game of Thrones* by George R.R. Martin; *Wizards First Rule* by Terry Goodkind; *Acacia. Book One, The War With the Mein* by David Anthony Durham; *Red Wolf Conspiracy* by Robert V.S. Redick; *Turn Coat* by Jim Butcher; *Warbreaker* by Brandon Sanderson; or *The Warded Man* by Peter V. Brett. The meeting is from 10:00 a.m. to 3:30 p.m.
- July 31st - 16th Annual Norfolk Public Library Literature Festival** at Northeast Community College, featuring three fabulous authors; 2010-2011 Golden Sower Previews by Karen Drevo & Marci Retzlaff; Book Display & Discount Sales by Norfolk Public Library Foundation of titles by Hopkinson, Henson, & Varrato; Sales of Golden Sower Items; Autograph Session/Book Signing with Deborah Hopkinson (*Abe Lincoln Crosses a Creek*), Heather Henson (*That Book Woman*) & Tony Varrato (*Fakie*). Contact Karen Drevo (402-844-2108) at Norfolk Public Library for more information or to register. See [page 11](#) for more details.
- Aug. 3rd - NLC Roadshow at Nebraska Library Commission** (1200 N Street, Lincoln) from 9:30 a.m. to 3:30 p.m. NLC staff will provide you with an overview of the NebraskaAccess website, with time for hands-on training and a tour of the Librarian's Toolbox, which contains promotional and training material. Register online at: www.nlc.state.ne.us/training/train.asp. ([Click here](#) for map).
- Aug. 19th - CASTL Meeting in Deshler**, 10:00 a.m.
- Aug. 26th - SELS Board Meeting & Annual Planning** at Clark Enersen – 1010 Lincoln Mall, Suite 200, Lincoln. We'll plan to start at 10 and hope to finish by 3:30. ([click here](#) for a Google map).
- Sept. 15th - Bridging the Gender Gap: Enticing Boys to Read**, with presenter Carole Fiore. The conference begins at 9:00 a.m. to 4:00 p.m., at Ole's Big Game Steakhouse & Lounge, 123 North Oak, Paxton. ([click here](#) for map. Registration is due by September 1st. See [page 4](#) for details.
- Sept. 16-17 - Youth Services Retreat** at Carol Joy Holling Camp. Details to come.
- Sept. 24th - CASTL Meeting in Aurora**, 10:00 a.m.
- Sept. 28th - NAIL** (Nebraska Association of Institutional Libraries), Norfolk, NE. Details to come.
- Oct. 13th - Black Belt Librarian Pre-conference Workshop.** See [page 10](#) for details.

The Big Picture with Jamie LaRue

(Continued from page 1)

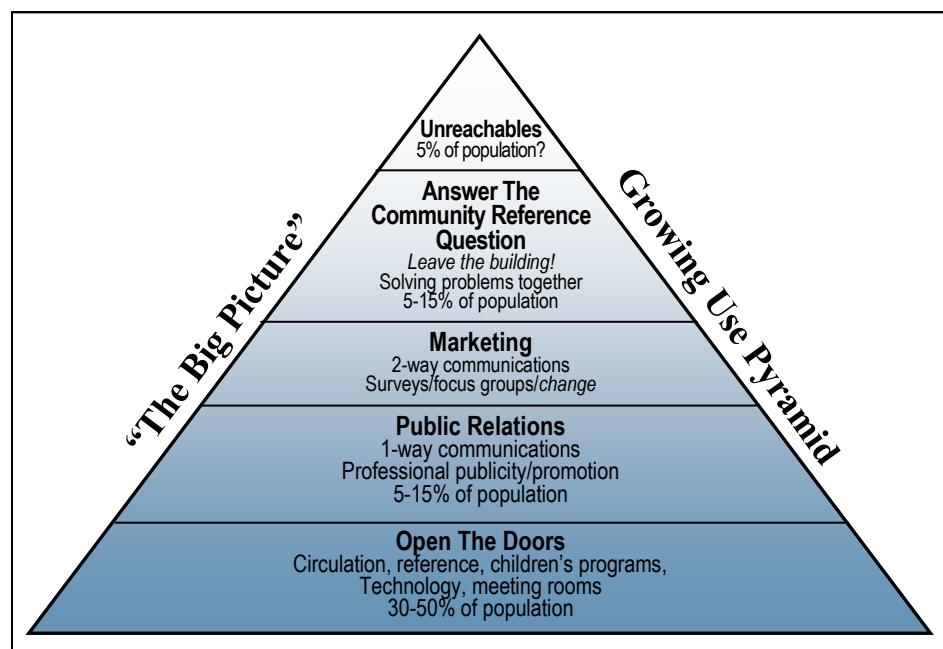
expect another 5 to 15% of population to be added to our list of library users.

The next tier is **Answer the Community Reference Question**, meaning we'll need to leave the building and solve problems together. Answer the question floating around in community, which most likely will require a reference interview, deep reference or research, a summary of that information, and then a presentation of that information back to the community group tackling the issue. This means training librarians to walk into groups and public meetings to figure out *the question*, and research the information in order to respond to that question. This is the future of reference librarians.

That leaves 5% of a community's population that are **Unreachables**. For whatever reason, these folks that are not involved; they go to work, come home, drive into their garage and close the door.

After running us through this exercise, LaRue lets us know that just because you build up your number of library customers that does not necessarily equal support at the ballot box. This point is brought home through the OCLC Study, *From Awareness to Funding*, which you can find online at: www.oclc.org/us/en/reports/funding/default.htm. Among the findings from the report are, "Library funding support is only marginally related to library visitation," and "Voters who see the library as a 'transformational' force, as opposed to an 'informational' source, are more likely to increase taxes in its support."

So, we are led into what LaRue sees



as critical for the future of libraries, and that is *to tell the library story*. This won't happen without hiring the right people in libraries that understand the necessity of being connected and involved in their community, and to be a part of other organizations. It also means identifying the movers and shakers in the community and taking them to lunch--not to sell them anything, but to simply ask for their insight on what is going on in the community; what are the issues; what is everyone talking about? Next, find people in your community -- not librarians -- that are good speakers, and provide them with a talk that *tells the library story*, so they can go out to groups and share that message.

In speaking about Colorado, LaRue calls that their BHAG (Big Hairy

Audacious Goal), and has started the Colorado Public Library Advocacy Initiative, where they are *sharing the library story*. He not only provided us with the structure of that talk, but delivered the message in a compelling and passionate manner that resonated with each of us in the room. You can find more on the process and that initiative at: <http://bhagcolorado.blogspot.com>, as well as the 4 main points in *their* library story:

- 1.) Libraries change lives.
- 2.) Libraries mean business.
- 3.) Libraries build community.
- 4.) Libraries are a smart investment.

It's a message that needs amplified in Nebraska, and beyond, and one that helps insure libraries as a relevant and sustainable entity well into the future. 🇺🇸

Time for the 2010 Mad Hatter Award!

Presented by:

**Child's World and the School,
Children's and Young People's Section of NLA**

Return nomination form and supporting materials by **August 1st** to:

Mary Reiman, Library Media Services
Lincoln Public Schools, 5901 O Street
Lincoln, NE 68510 (mreiman@lps.org)

([click here](#) for nomination form: www.nebraskalibraries.org/MadHatter2010.doc)



Meridian, Northeast, Panhandle and Republican Valley Library Systems Present:

Bridging the Gender Gap: Enticing Boys to Books

Presenter: **Carole Fiore**
September 14th or 15th, 2010
9 a.m. to 4:00 p.m.



September 14th
Aurora Public Library
1603 "L" Street
Aurora NE

OR

\$20 per person
(includes lunch)

September 15th
Ole's Big Game Steakhouse &
Lounge
123 North Oak
Paxton NE

Carole D. Fiore holds a BS in Early Childhood and Elementary Education from Temple University and an MS in Library Science from Drexel University. Carole was a public library consultant with the State Library and Archives of Florida where she directed the award winning Florida Library Youth Program (FLYP). She also served as the Library Services and Technology Act Grant Coordinator and liaison consultant to libraries and library systems in rural, suburban, and urban areas. Carole will teach you how to:

- Increase your knowledge and skill level in connecting boys and books.
- How to evaluate and purchase materials attractive to boys.
- Types of activities that will attract boys to libraries and reading
- Understand boy's developmental progression.

This program is sponsored in part by the Nebraska Library Commission and funded in part with state funds allocated through the Nebraska Legislature

Bridging the Gender Gap: Enticing Boys to Books Registration

Circle one: **Aurora** or **Paxton**
Name: _____

Library: _____

City: _____

Phone: _____

Email: _____

Mail \$20.00 check and registration by **September 1, 2010** to:
Republican Valley Library System
2727 W. Second Street # 233
Hastings, NE 68901-4684
800-569-4961 or 402-462-1975
E-mail: rvlsasst@inebraska.com



CASTL

Conversation Among Small Town Librarians

Golden Sower Day at the June CASTL

By Yvonne Weers, Admin. Assistant, SELS.

The June CASTL meeting held at Seward Memorial Library was well attended by both public and school librarians, alike. Participants read picture books from the Elementary List, followed by lunch, and then speed reviews of selections from the Intermediate and Young Adult Lists. A whole day to read and discuss books. What a great way for a librarian to spend a day!



Donna Shearer of Geneva Public Library and Becky Baker of Seward Memorial Library discuss their favorites on the list.



Ronda Deabler of Belmont Elementary and Linda Staenberg of McPhee Elementary discuss picture books on Golden Sower Award Winner List.



Pam Cassel of Adams Elementary, Linda Bamesberger of Randolph Elementary and Lynn Murman of Calvert Elementary.



Sally Snyder of Nebraska Library Commission shares her expertise on children's literature with Sue Bennett of Morton-James Public Library.



Brenda Ealey of SELS visits with Laura Renker, and Lisa Olivigni of Crete Public Library reads a picture book.

Join us for the next CASTL Meeting!

**July 23rd, at the
Auburn Memorial Library**

Can't make that one? Here are some others you can plan on attending:

- Aug. 19th-Deshler Public Library
- Sept. 24th-Alice M. Farr Library, Aurora
- Nov. 4th-Syracuse Public Library
- Dec. 10th-Webermeier Memorial Library, Milford



Crete's Summer Reading Kick-Off in the Park

By Carol Aden, Crete Public Library, Library Technician-Outreach Services.

Crete Public Library kicked off their Summer Reading Program in June with a luau in the park. Children enjoyed snow cones, a limbo contest and received read tattoos. The aloha bag race was a popular event. It was hard to tell who was having more fun, the participants or the spectators. Kids spent time in the bounce house, they used water blasters to shoot at ping pong balls and they had an opportunity to win a book on the beach walk. Participants of all ages used their creative skills to compete in a contest designing bookmarks based on this summer's theme *"Make a Splash Read"*. The local police department handed out helium filled balloons. A volunteer juggled water balloons to entertain the crowd of nearly 300. Young scientists experimented with water at the sink or float table. Fishermen went deep sea fishing to catch a prize. Little artists created masterpieces at the coral reef chalk gallery. The photo shop took pictures of each child behind a cardboard cut out of either a hula girl or surfer boy.

The Youth Services Librarian, Laura Renker, was very effective in getting the community involved in this year's event. A scavenger hunt has sent children and their families to over 40 area

businesses to hunt for posters depicting various bodies of water around the world. Businesses have also generously donated prizes for the winner of this contest and sponsored several speakers and presentations to enhance this year's reading program.

One local company, Nestle Purina, provided over a dozen additional volunteers to help with the kick off this year. The Friends of the Crete Public Library also provided much help and support to make this community event possible.

This year's event was particularly meaningful to the staff as it coincided with the memorial service of a charter member of the Friends of the Crete Public Library. Elaine Williams' celebration of life was taking place down the street from the library's kick off in the park. CPL staff know Elaine would have loved nothing more than to see the park filled with families participating in a library event. That was her vision so many years ago when the Friends of CPL was founded. 🎉



A Whale of a Time at Fairbury's Summer Reading Program!



By Karen Fox, Director of Fairbury Public Library

The 2010 summer reading program at Fairbury Public Library splashed to a close with a "whale" of a good time. Over a hundred children and adults watched a blue

whale balloon be inflated to its full size of 70 feet long, 20 feet wide and 12 feet tall. The children crawled inside the whale to learn about its eyes, skin, ears and other characteristics. Outside the whale were learning stations on habitat, flukes

(tail) prints and blubber. Previous Friday morning programs were on bubbles, fishing and water rockets (Pressure!), all well attended and lots of fun. 1,922 books were read between May 1st and June 25th and 109 children completed the program. 🍷

Foul Play Suspected at Rock Island Depot!



Did you know that the Rock Island train that wrecked and burned outside of Lincoln in 1894, started out from the depot in Fairbury?

Did you know that "foul play" was suspected? You would if you had read **Barrelhouse Boys** by Joel Williamsen.

Join Mr. Williamsen at the Rock Island Depot on Monday, August 9, 2010 at 7:00 p.m. where he will talk about the history behind his book and sign copies. Come meet the

author and enjoy an interesting presentation on a part of Fairbury's past.

Sponsored by the Fairbury Public Library Foundation with thanks to the Jefferson County Historical Society

Book copies available at the Chamber of Commerce and for check-out at Fairbury Public Library. ~ Karen Fox


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**News
Around
the
System**

Helen Lester Visits LPS Students

Glenda Willnerd of Lincoln Public Schools submitted this photo of Helen Lester, author of *Tacky the Penguin* (and more than 30 other children's books), as she visits with LPS students about writing and her books.

Lester shared tales of her writing experiences, puppet shows, and much laughter during the week of school visits. Thanks for sharing, Glenda!



Helen Lester, author of *Tacky the Penguin*, visits Lincoln students.

[Click here to register!](#)

Nebraska Libraries
CELEBRATING THE PAST CREATING THE FUTURE

Nebraska Library Association/Nebraska Educational Media Association

Annual Conference - October 13-15, 2010

Holiday Inn-Midtown/Howard Johnson Hotels, Grand Island, Nebraska

<http://www.nebraskalibraries.org/conference>

Reserve a Date to View the PLA Virtual Conference!

SPONSORED BY SOUTHEAST LIBRARY SYSTEM

The 2010 Public Library Association Virtual Conference



Now Taking Reservations!

Finally! An affordable alternative to attending a Public Library Association National Conference. Southeast Library System is now accepting private reservations for the 13th National PLA Virtual Conference, pre-recorded for your convenience.

Contact Southeast Library System today to find out more about how you can host your own event for your staff. E-mail Brenda Ealey, SELS Administrator, at: bsealey@windstream.net. Or call her at: 402-467-6188, or SELS toll free at: 800-288-6063.

Make Your Reservation Today!



Group Rates Available!

- Cross Over Readers Advisory
- Top Tech Trends
- Cracking the Code: Beyond Dewey
- Advance Black Belt Librarians
- Marketing as Conversation
- If You Didn't Work Here, Would You Come Here?
- Save Your After School Sanity
- Shortcuts to Greatness-10 Things Great Libraries Know

News and Notes



Libri Books for Children Program

The Libri Foundation is offering a funding program to donate new, quality hardcover children's books for small, rural public libraries. Libraries are qualified on an individual basis. In general, county libraries should serve a population under 16,000 and town libraries should serve a population under 10,000. Libraries should be in a rural area, have a limited operating budgets, and an active children's department.

Applications are accepted from inde-

pendent libraries, as well as libraries which are part of a county, regional, or cooperative library system.

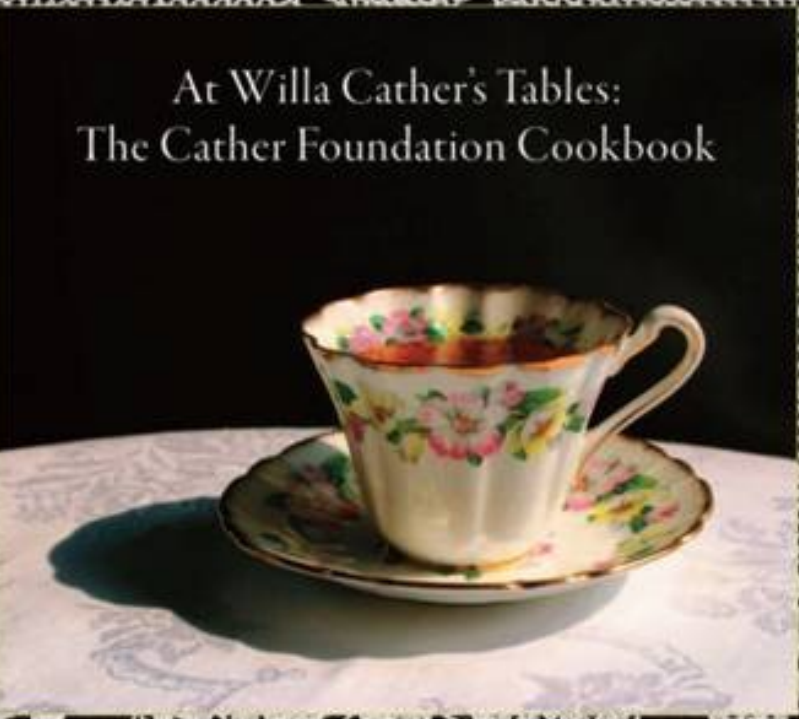
A branch library may apply if the community it is in meets the definition of rural. If the branch library receives its funding from its parent institution, then the parent budget must meet the budget restrictions. Please note: Town libraries with total operating budgets over \$150,000 and county libraries with total operating budgets over \$350,000 are

rarely given grants. The average total operating budget of a BOOKS FOR CHILDREN grant recipient is less than \$40,000.

Application deadlines in 2010 are: (postmarked by) August 15th. Application materials are available on the program website:

www.librifoundation.org/apps.html





**Explore the rich
(and delicious)
legacy of a great
American writer.**

Willa Cather loved the arts of the kitchen and the pleasures of the table. In both her life and work, she maintained a lifelong commitment to good cooking as a source of nourishment—both physical and intellectual—and of pleasure.

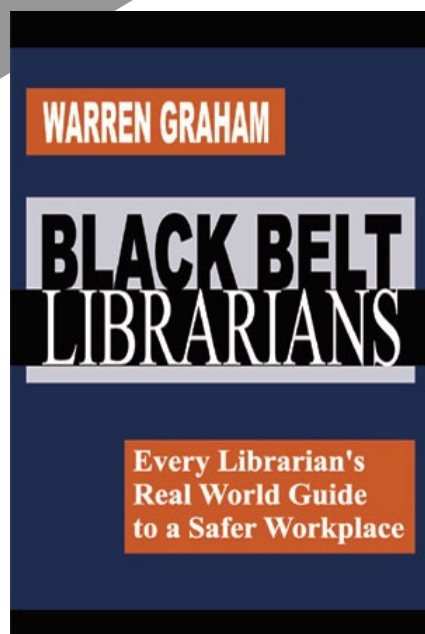
At Willa Cather's Tables lets you experience and enjoy (and cook!) recipes from her work, her family and friends, the places that were meaningful to her, and from the Cather Foundation and its loyal friends.

Edited by Ann Romines

Available from the Willa Cather Foundation
www.willacather.org

Order your copy today for \$25. Go to www.WillaCather.org and click on the “featured item” from our home page, or navigate to the book via “Books About Cather” at the online bookstore. You may also order the book by phone by calling 1.866.731.7304.

Nebraska Regional Library Systems Pre-Conference at NLA/NEMA Conference



October 13, 2010
Midtown Holiday Inn
Grand Island
9 a.m. to 4 p.m.
Grand Island, NE 68803

Cost is \$20 (includes lunch)
6 Continuing Education Credits

Warren Graham will discuss:

- Handling difficult customers for public service staff and managers
- Complete security staff training
- Analysis of existing procedures and recommendations for improvement
- Customized training for specific needs
- Self-defense tactics for front line staff



Registration: Black Belt Librarians with Warren Graham

Name: _____

Library: _____

City: _____

Phone: _____

Email: _____

Register at the NLA/NEMA
Conference Website:

www.nebraskalibraries.org/conference/2010

This program is made possible by the Nebraska Library Commission and funded in part with state funds allocated through the Nebraska Legislature.

NORFOLK PUBLIC LIBRARY'S 16TH ANNUAL LITERATURE FESTIVAL

SATURDAY, JULY 31, 2010 / 9:00 A. M. - 4:00 P. M.
NORTHEAST COMMUNITY COLLEGE / LIFELONG LEARNING CENTER
801 East Benjamin Avenue, Norfolk, NE

Funded by the Norfolk Library Foundation, the City of Norfolk, & SCYP

Featuring



DEBORAH HOPKINSON

2011 Golden Sower Award nominee for
ABE LINCOLN CROSSES A CREEK
<http://www.deborahhopkinson.com/>



HEATHER HENSON

2011 Golden Sower Award nominee for *THAT BOOK WOMAN*
<http://www.heatherhensonbooks.com/>



TONY VARRATO

2011 Golden Sower Award nominee for *FAKIE*
<http://www.tonyvarrato.com/>

ALSO: 2010-2011 Golden Sower Previews by Karen Drevo & Marci Retzlaff; Book Display & Discount Sales by Norfolk Public Library Foundation of titles by Hopkinson, Henson, & Varrato; Sales of Golden Sower Items; Autograph Session/Book Signing with Deborah Hopkinson, Heather Henson & Tony Varrato; Door Prizes; 5 Continuing Education Hours (for all day attendance) from the Nebraska Library Commission for School & Public Librarians; 5 Professional Growth Points (for all day attendance) for Teachers/Staff employed by Norfolk Public Schools.

TICKETS: Youth (18 & under): \$5.00/advance & \$7.50/door

Adults: \$20.00/advance & \$25.00/door

!Free admission for current SCYP members!

Advance tickets are available at Norfolk Public Library OR by mail order.

To order tickets by mail, **send a stamped, self-addressed envelope with full payment (make checks payable to "Norfolk Library Foundation--Literature Festival") to:**

Literature Festival
Norfolk Public Library
308 W. Prospect Avenue
Norfolk, NE 68701

For more information, contact Karen Drevo at NPL by phone (402/844-2108) or e-mail kdrevo@ci.norfolk.ne.us
A wonderful way to spend a summer day FOR LITERATURE LOVERS OF ALL AGES!

Looking for a good recipe?

So are the Friends of the
Southeast Library System.
We still need your recipes to
publish our cookbook project.

Won't you please consider adding
your favorite recipes to our
cookbook project today?

www.selsfriends.org/index.html

SELS



Sponsored by the Friends of the
Southeast Library System

NLA Accepting Nominations for Para of the Year

The Paraprofessional Section of the Nebraska Library Association (NLA) accepts nominations for the Paraprofessional of the Year Award each year. This award is given annually to a paraprofessional who must be a member of the Paraprofessional Section of NLA and who has demonstrated outstanding service in a library setting.

The recipient will be selected on the basis of all of the following criteria:



1. Innovative programs that the nominee has worked with which have resulted in new or improved library services.
2. Exceptional volunteer work in library service or related field.
3. Exceptional use of library resources, local or otherwise.
4. Significant involvement or leadership in NLA Paraprofessional Section (i.e., holding office, member of a committee, or workshop or conference presentation).

The Paraprofessional of the Year may receive: A one year paid membership to NLA, in the Paraprofessional Section and Fifty dollars!

Nomination forms can be found at <http://www.nebraskalibraries.org/PARA/paranomform.html>.

Nominations are due on July 31, 2010.

Send form to: Jennifer Wrampe (jennifer.wrampe@nebraska.gov), Paraprofessional Publicity/Citations Chair, Nebraska Library Commission, 1200 N St, Ste 120, Lincoln, NE 68508, or phone Jennifer at: 402-471-3217; 800-307-2665; 402-471-2083 (fax).

SELS Friends Scholarship Available Again

By Becky Baker,
President, SELS Friends

The SELS Friends scholarship is once again available. This is the second time the Friends are offering assistance to SELS members who wish to attend a continuing education event, but need a little financial help. Complete information can be found by visiting www.selsfriends.org, then clicking on the Scholarship link on the left side of the page. You will find both the criteria

and the actual online application there. Up to 5% of the current SELS Friends assets, or \$250 for 2010-11, may be expended for scholarships during each half of the year. The amount of the scholarship(s) awarded depends on the number and quality of applications that are received by the deadline of August 10, 2010. The next application window will open in January, 2011. Address any questions about this to info@selsfriends.org, and as always, thanks for your support of the SELS Friends!



Southeast Library System

Serving libraries in the counties of:

Cass • Fillmore • Gage •
Hamilton • Jefferson • Johnson •
Lancaster • Nemaha • Otoe •
Pawnee • Richardson • Saline •
Seward • Thayer • York

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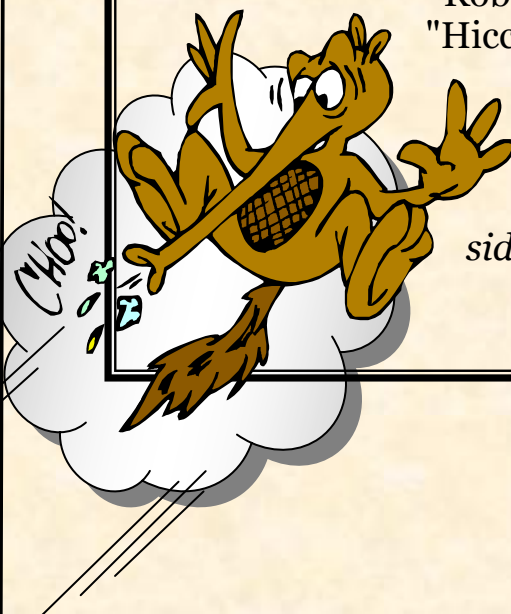
<http://www.selsne.org>

SoLiS is a publication of the Southeast Library System, and is issued once monthly. We reserve the right to screen and to edit all contributions.

July 2010 Issue

I am pretty sure that, if you will be quite honest, you will admit that a good rousing sneeze, one that tears open your collar and throws your hair into your eyes, is really one of life's sensational pleasures.

~Robert Benchley,
"Hiccoughing Makes Us
Fat," *No Poems:
or around the
world
backwards and
sideways*, 1932



Southeast Library System is a multi-type library network with 248 members offering a wide range of service in public, school, academic, institutional and private libraries (Membership list with populations from 2000 Census are on the SELS web page: www.selsne.org.) Membership includes 12 academic institutions, including the University of Nebraska-Lincoln, four private colleges, three community college campuses, a state college and a technical school. Fifty-four public libraries are system members. The majority of these libraries (34) serve populations fewer than 1,000. The system counts 146 school media centers among its members, 54 that are Lincoln Public Schools, with most of those belonging to Class 3 schools (population areas between 1,000 and 100,000). Fourteen of the school media centers are parochial. The system has 28 special and institutional members, most of which are located in Lancaster County.